

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D. C.

REGISTRATION No. 1704

SUPPLEMENTAL REGISTRATION STATEMENT

*Pursuant to Section 2 of the Foreign Agents
Registration Act of 1938, as Amended*

For Six Months Period Ending OCT 2 1964
(Insert date)

1. (a) Name of Registrant.

VAN BRUNT & CO., - ADVERTISING-MARKETING, INC.

(b) All other names used by Registrant during the period.

VAN BRUNT & COMPANY

(c) Address of principal office.

355 LEXINGTON AVENUE, NEW YORK, NEW YORK 10017

(d) Name of person or persons in charge of principal office.

Albert D. Van Brunt
Edwin Van Brunt

President
Executive Vice President

3. If Registrant is a nonbusiness membership organization, state—

(a) Approximate number of members in the United States

(b) Approximate number of members outside the United States

4. (a) All persons who became partners, officers, directors, and similar officials of Registrant during the period.

*Name and address
of official*

Date connection began

*Position, office, or nature
of duties*

NONE

(b) All persons who ceased to be partners, officers, directors, or similar officials of Registrant during the period.

*Name and address
of official*

Date connection ended

*Reason for ending
connection*

NONE

5. (a) All branches and local units of Registrant and all other component or affiliated groups or organizations which began to operate during the period.

*Name and address of branch, unit,
group, or organization*

*Nature of connection with
Registrant*

*Name and address of person
in charge*

NONE

- (b) All branches and local units of Registrant and all other component or affiliated groups or organizations which ceased to operate during the period.

Name of branch, unit, group, or organization

Reason operations ceased

NONE

6. All persons who at any time during the period were foreign principals of Registrant.

*Name and principal
address*

*Is person still a foreign principal
of Registrant?*

*If not, give date connection
ended*

BARBADOS TOURIST BOARD Bridgetown, Barbados	YES	
BARBADOS DEVELOPMENT BOARD Bridgetown, Barbados	YES	
EUROPEAN TRAVEL COMMISSION 630 Fifth Avenue New York, New York	YES	

7. Describe fully all activities of Registrant during the period for or in the interests of each foreign principal named under item 6.

BARBADOS TOURIST BOARD - VAN BRUNT & COMPANY prepares and places newspaper and magazine advertisements, prepares brochures, distributes direct mail material designed to stimulate tourist travel to Barbados.

BARBADOS DEVELOPMENT BOARD - VAN BRUNT & COMPANY prepares and plans newspaper and magazine advertisements, prepares brochures, distributes direct mail material designed to stimulate interest in the economy of Barbados with the possible establishment of industry on the Island.

EUROPEAN TRAVEL COMMISSION - VAN BRUNT & COMPANY prepares and places magazine and newspaper advertisements designed to stimulate tourism to Europe.

8. Describe briefly all other businesses, occupations, and public activities in which Registrant engaged during the period.

VAN BRUNT & COMPANY is an advertising agency and prepares and places advertisements in periodicals, newspapers and on radio stations.

9. Furnish the following information as to all employees and other individuals except those named under item 4, who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6:

(a) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have previously been filed.

<i>Name and address of employee or other individual</i>	<i>Nature of any changes during period in activities for Registrant or its foreign principals</i>	<i>Has connection with Registrant ended?</i>
ALBERT D. VAN BRUNT 355 Lexington Ave., New York	NONE	NO
EDWIN VAN BRUNT 355 Lexington Ave., New York	NONE	NO
CAROL PAUKER 355 Lexington Ave., New York	NONE	NO
RICHARD HESS 355 Lexington Ave., New York	NONE	NO
BRENDA GILKES 355 Lexington Ave., New York	NONE	NO

(b) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have not been previously filed.

<i>Name and address of employee or other individual</i>	<i>Nature of services or assistance rendered</i>	<i>Has connection with Registrant ended?</i>
CAROL CADOGAN	Secretary	NO
HARRIET OLGUIN	VICE PRESIDENT & COPY SUPERVISOR	NO

10. Furnish the following information as to Registrant's receipts and expenditures during the period covered by this statement. The information may, if Registrant desires, be furnished for Registrant's latest semiannual fiscal period, provided the period covered is indicated and future statements are furnished on the same basis:

(a) All amounts received during the period directly or indirectly from each foreign principal named under item 6, itemized as follows:

<i>Date funds received</i>	<i>Name of foreign principal from whom funds received¹</i>	<i>Purposes for which received²</i>	<i>Amount received³</i>
APRIL - OCTOBER 1964	BARBADOS TOURIST BOARD	ADVERTISING	\$68,656.04
	BARBADOS DEVELOPMENT BOARD	ADVERTISING	\$17,663.63
	EUROPEAN TRAVEL COMMISSION	ADVERTISING	\$57,099.26
		ADVERTISING	

(b) All amounts received during the period from other sources to be used directly or indirectly for or in the interests of any foreign principal named under item 6, itemized as follows:⁴

<i>Date funds received</i>	<i>Name of person from whom received¹</i>	<i>Purposes for which received²</i>	<i>Amount received³</i>
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NONE

(c) All expenditures made during the period directly or indirectly for or in the interests of each foreign principal named under item 6, itemized as follows:⁴

<i>Date payment was made</i>	<i>Name of person to whom payment was made¹</i>	<i>Purposes for which payment was made²</i>	<i>Amount of payment³</i>
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APRIL-OCTOBER 1964	Various advertising media, artists, engravers, typographers, etc.	Payment for advertising space & supplies.	
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Can't possibly list the several thousand individual ~~newspapers~~ items paid to individual newspapers, magazines and other suppliers. The usual advertising agency procedure is 15% commission on billings to clients... so a close approximation of payments in behalf of principals would be totals under 10(a) above less 15%.

¹ Include all amounts so received, whether received as compensation, loans, contributions, subscriptions, fees, dues, subsidies, or otherwise.

² Receipts from or payments to a person amounting to less than \$200 for the period may be combined with other like amounts, provided the source or disposition of the funds, as the case may be, is clearly indicated.

³ Where funds were received or paid, as the case may be, for various purposes, such purposes shall be listed in reasonable detail.

⁴ Show separately the amount received or paid, as the case may be, for each purpose listed under the preceding column.

⁵ Include all transfers of funds to any foreign principal.

11. (a) Speeches, lectures, talks, and radio broadcasts arranged or sponsored by Registrant or delivered by officials or employees of Registrant, during the period.

Name of person by whom delivered	Number of speeches, lectures, and talks delivered	Number of radio broadcasts delivered
BARRADOS BANQUACON - A trade show promoting tourism toured 10 cities appearing before audiences of travel agents travel writers and other travel trade people ... included guest radio and TV appearances in 8 cities.		

- (b) Publications prepared or distributed by Registrant, or by others for Registrant, or in the preparation or distribution of which Registrant rendered any services or assistance, during the period. (Indicate each type of publication by an "X.")

(1) Press releases X	(8) Circulars _____	(15) Lantern slides _____
(2) News bulletins _____	(9) Form letters _____	(16) Still pictures X
(3) Newspapers _____	(10) Reprints _____	(17) Posters _____
(4) Articles _____	(11) Copies of speeches, lectures, talks, or radio broadcasts _____	(18) Photographs _____
(5) Books _____	(12) Radio programs _____	(19) Charts _____
(6) Magazines X	(13) Radio scripts X	(20) Maps _____
(7) Pamphlets _____	(14) Moving pictures _____	(21) Other publications _____

- (c) Preparation and distribution of publications referred to in answer to (b) above.

Description of publication	By whom written, edited, or prepared	By whom printed, produced, or published	By whom distributed
Standard Advertising, Merchandising and promotion materials prepared by employees of the advertising agency distributed through standard consumer and trade media and travel trade channels.			

- (d) Compliance with the filing, labeling, and reporting provisions of Section 4 of the Foreign Agents Registration Act of 1938, as amended, and Rules 400-403 thereunder.

- (1) Were copies or summaries of all communications and publications referred to in answer to (a) and (b) above filed with the Department of Justice and the Librarian of Congress? If not, explain ~~why copies or summaries of any such communications and publications were not filed~~ **No copies or summaries of any such communications and publications were filed pursuant to Rules 400-403 because our work deals only with non-political mercantile activities in furtherance of bona fide trade commerce.**
- (2) Were all such communications and publications labeled in accordance with Section 4 and Rules 400-403? If not, explain why any such communications and publications were not so labeled.
- (3) Were reports of the delivery, distribution, or other dissemination of all such communications and publications made to the Department of Justice in accordance with Section 4 and Rules 400-403? If not, explain why any such reports were omitted.

12. (a) Any changes during the period, not fully described above, in Registrant's affiliations, associations, or other connections with foreign governments, foreign political parties, or officials or agencies thereof.

*Name of government, party, or official,
or agency thereof*

*Nature of changes during period in Registrant's
connections therewith*

NONE

- (b) Any changes during the period in Registrant's pecuniary interest in or control over partnerships, corporations, associations, or other organizations or combinations of individuals.

*Name of organization or
combination*

*Nature of changes during period in
Registrant's ownership or other
pecuniary interest*

*Nature of changes during period in any
direction or control exercised
by Registrant*

NONE

13. (a) Any changes during the period in the ownership of or supervision, direction or control over Registrant by any organization, group, or individual.

*Name of organization, group,
or individual*

*Nature of changes during period in ownership,
supervision, direction, or control*

NONE

- (b) Any subsidy or other financial assistance received by Registrant during the period directly or indirectly from—

Any individual who is a citizen of, or resides in, a foreign country.

Any organization created in, or under the laws of, any foreign country or having its principal place of business in a foreign country.

Any foreign government or foreign political party, or any official or agency thereof.

*Name of person from whom subsidy or
financial assistance received*

*Nature and amount of subsidy or
financial assistance*

NONE

14. File the following exhibits with this statement:

Short Form Registration Statement - File a Short Form Registration Statement, on the printed form provided therefor, for each of the following persons for whom a Short Form Registration Statement (formerly Exhibit A) has not previously been filed:

(a) All partners, officers, directors, and similar officials of Registrant.

(b) All employees or other individuals who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6.

Exhibit B.—File a copy of any changes during the period in the agreement, arrangement, or authorization (or if not in writing a written description thereof) pursuant to which Registrant is acting for, or receiving funds from, each foreign principal named under item 6.

Exhibit C.—File an Exhibit C, on the printed form provided therefor, for each foreign principal named under item 6 for whom an Exhibit C has not previously been filed.

Exhibit D.—If Registrant is a nonbusiness organization, file a copy of any changes during the period in its charter, constitution, bylaws, or other instruments of organization.

Exhibit E.—File a copy of the agreement or arrangement (or if not in writing, a written description thereof) between the Registrant and each business firm or other organization named under item 11 (c), and copies of all changes during the period in similar contracts previously filed.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in Exhibit A insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

Albert D. Van Brunt
(Signature)
ALBERT D. VAN BRUNT - PRES.

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths, by a majority of those partners, officers, directors, or persons performing similar functions who are in the United States. If no such person is in the United States, the statement shall be signed and sworn to by the duly authorized representative of the Registrant.)

(Signature)

(Signature)

(Signature)

Subscribed and sworn to before me at

New York, N.Y.

this

18th

day of

November

19*64*

Henry M. Pettersson
(Signature of notary or other officer)

My commission expires _____, 19____

HENRY M. PETERSSON
Notary Public, State of New York
No. 30-3079715
Qualified in Nassau County
Commission Expires March 30, 19*64*